

Brand Building of Google and the front position of this brand on the internet market

Abstract

The bachelor thesis entitled „Brand building of Google and the front position of this brand on the internet market“ is focused on the importance and the form of the brand building process for one of the richest companies in the world. I would like to highlight the factors which stand behind the success of the brand Google, present the brand in the context of brand building strategy, and outline the company's specific and unorthodox approach to this problem. Furthermore, my bachelor thesis presents the basic attributes of the brand's success, leads the readers through the company's history from the days of its establishment until today, and presents its famous corporate culture. After a theoretical comment about the brand's equity concept, I continue with Google's marketing strategy, I analyze the specific steps of the brand building process and the segments of the marketing mix. A key part of my bachelor thesis focuses on the analysis of the current market position, including the definition of the most significant problems of the company and the determination of Google's competitive position on different markets.